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**LOOMIS
GENERAL PLAN UPDATE
COMMUNITY PREFERENCES
SURVEY**

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Submitted to:

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Executive Summary

The survey packet was mailed out to 3400 households and 252 businesses in July of 1998. The packet included a four page survey, a postage paid return envelope and cover letter which described the purpose of the General Plan update and the purpose of the survey. The households surveyed included community residents and business owners, as well as non-resident business and property owners. A total of 805 surveys were returned for analysis. This represents a return rate of 22%, which is typical of mail surveys.

Of the 805 surveys, 19% were returned by business owners who reside in Loomis and 3% were returned by business owners who do not reside in Loomis. Two percent of the respondents were assumed to be non-resident property owners, as they did not own a business in Loomis and did not live within the town boundary. The balance of the sample, 76%, were Loomis residents.

Respondents were asked to indicate the degree to which they agreed that the Town of Loomis should maintain the concept of centralized growth in the General Plan Update. Of those respondents who answered the question, 75% agreed that the Town should maintain the concept of centralized growth in the General Plan update.

Overall, the establishment of growth limits was supported by the survey respondents. The respondents favored setting growth limits based on environmental protection or service capacity over establishing an annual growth rate or a maximum number of housing units.

In terms of accommodating additional commercial development, the community is most supportive of continuing current practices: the survey respondents thought that allowing new commercial buildings to develop in the vacant lots along Taylor Road was acceptable as long as the new buildings generally resembled the existing buildings. About 50% of the sample supported additional development of commercial retail and office buildings along I-80.

In general, larger lots are more acceptable to Loomis residents than are smaller lots. In the area north of the Central core and in the area south of I-80, 4.6 acre lots were the most acceptable, followed by 2.3 acre lots, and 1 acre lots. In the central core, small single family lots, ½ acre lots and 1 acre lots are equally acceptable.

Of the other development options rated, the two most popular were developing the Fruitsheds as a community center/performing arts center or as retail commercial uses. Conversion of the Fruitsheds to a community center or performing arts center was supported by 70% of the respondents, while conversion to retail commercial uses was supported by 69% of the respondents. Respondents also supported restaurants in the downtown (53%) and specialty retail stores (51%).

Respondents rated the adequacy of 18 public services and facilities. Emergency services, police protection and garbage disposal were rated as adequate by over 90% of the respondents. Other services rated as adequate or better by at least 70% of the respondents included school transportation, sewage systems, maintenance and fire suppression in open space, bus services, flood prevention and control, and community-wide child care.

Willingness to provide additional revenues to improve services and facilities was assessed. Seventy percent of the respondent were willing to contribute additional money to police protection and 71% of the respondents were willing to contribute additional money to road maintenance. Over 50% of the sample were willing to contribute at least some funds to improve five additional services: park facilities, senior citizen programs and facilities, street trees and street landscaping, code enforcement for nuisances, and recreation programs.

The top three things that people like about living in Loomis are the rural atmosphere, the small town atmosphere, and other residents. The number one complaint of the survey respondents, when asked to identify the two things they like least about living in Loomis, was traffic. Traffic problems noted by the respondents included congestion, heavy traffic on rural roads, unenforced speed limits and conditions on Taylor Road. The top three additional commercial retail uses recommended by the survey respondents were restaurants, none, and a gas station.

Business people and other residents were compared, as were short term and long term residents.

Business people tend to be less supportive of growth restrictions overall, compared to residents, but the two groups agree on what types of restrictions are most acceptable. The two groups agree that additional development along Taylor road should resemble existing development, as opposed to new development consisting of larger buildings. Both groups are slightly more supportive of development along the southern edge of I-80 than the northern edge of I-80. In the central core and north of the central core, business people are generally more supportive of small residential lots than are the other residents of Loomis.

The attitudes of short term and long term residents towards approaches to determining allowable growth and towards methods of accommodating commercial development are similar, although the short term residents are somewhat more supportive of restricting growth, and somewhat less supportive of additional development along I-80, compared to the long term residents. For three types of development, fast food restaurants, big box commercial and light industry, the short term residents would set stricter limits on development than would the long term residents.

In general, the survey respondents seem to want to maintain the existing character of Loomis. The respondents were supportive of setting growth limits. They wanted new commercial development to occur near existing commercial development and to be the same scale as the existing development. The respondents find larger lots to be more acceptable than smaller lots, although they are willing to support small lot single family development in the central core. The respondents were willing to support the conversion of the Fruitsheds, and would support the development of restaurants and specialty retail stores. Quality of life issues are important to these respondents. Public services are mostly thought to be adequate, except for road maintenance. The respondents would be willing to contribute additional revenues to improve road maintenance in the community. Although business people and residents largely agree on these issues, business owners are slightly more likely than residents to support additional residential and commercial development in the community. Likewise, short term residents and long term resident are similar in many ways, although the long term residents are slightly more likely than the short term residents to support additional residential and commercial development in the community.

LOOMIS GENERAL PLAN UPDATE COMMUNITY PREFERENCES SURVEY

Overview

The Town of Loomis is updating the General Plan. Each incorporated jurisdiction in California is required by State law to have a comprehensive General Plan, and to keep that plan up-to-date. The General Plan is sometimes referred to as a community's "constitution" and serves to express the community's land use, economic, environmental, housing and social goals for its future. Each community is free to develop a plan that reflects local issues and concerns, and for this reason, input from the community was sought through the distribution of a community preferences survey.

The survey packet was mailed out to 3400 households and 252 businesses in July of 1998. The packet included a four page survey, a postage paid return envelope and cover letter which described the purpose of the General Plan update and the purpose of the survey.

The households surveyed included community residents and business owners, as well as non-resident business and property owners. A total of 805 surveys were returned. With a sample this size, the margin of error is plus or minus 4%. Thus, the percentages reported are expected to be within 4% of the percentage that would be obtained if all community residents had responded to the survey.

Of the 805 surveys, 19% were returned by business owners who reside in Loomis and 3% were returned by business owners who do not reside in Loomis. Two percent of the respondents were assumed to be non-resident property owners, as they did not own a business in Loomis and did not live within the town boundary. The balance of the sample, 76%, were Loomis residents.

The survey consisted of four parts. Part one of the survey consisted of questions related to development options, including approaches to determining allowable growth, methods of accommodating commercial development, options for future residential and commercial development, and attitudes toward quality of life issues.

Part two of the survey focused on public services and facilities. Respondents rated the adequacy of 18 public services and indicated their willingness to support additional funding for the facilities and services.

Part three of the survey requested demographic data. This section was included in the survey so that the responses of different segments of the community could be compared, such as business owners and residents. Part three of the survey also allows analysis of response rates, which helps determine if the survey responses are representative of community preferences.

Part four of the survey included three open ended questions: 1) What two things do you like most about living in Loomis, 2) What two things do you like least about living in Loomis, and 3) what two additional commercial retail uses would you like to see in Loomis. Part four of the survey also invited respondents to attach additional comments to the survey, and these have been forwarded to the Town.

The results of the survey are presented in four sections. Community-wide ratings of development options and public services and facilities, along with responses to the open ended questions, are discussed in section one. Section two of the report presents ratings of development options and public services and facilities for business owners compared to community residents and for short term residents compared to long term residents. The third section of the survey summarizes the demographic data, and the final section summarizes the overall results. A copy of the survey is included in attachment 1 and tables of results are included in attachment 2.

Section 1: Community-wide Ratings of Development Options and Services and Facilities, and Responses to Open Ended Questions

Development Options

Part one of the survey consisted of questions related to development options, including approaches to determining allowable growth, methods of accommodating commercial development, options for future residential and commercial development, and attitudes toward quality of life issues.

Centralized Growth Concept. Under the current General Plan, the Town is committed to the concept of centralized growth, which places the highest densities of development towards the center of town, and lower densities toward the outer edge of town. Question 1 of the survey asked respondents to indicate the degree to which they agreed that the Town of Loomis should maintain the concept of centralized growth in the General Plan Update.

Of those respondents who answered the question, 75% agreed that the Town should maintain the concept of centralized growth in the General Plan update (see Figure 1). However, a large percentage of the respondents did not respond to this question. Only 428 respondents answered the question. In contrast, an average of 780 of the 805 survey respondents answered the other questions in this part of the survey.

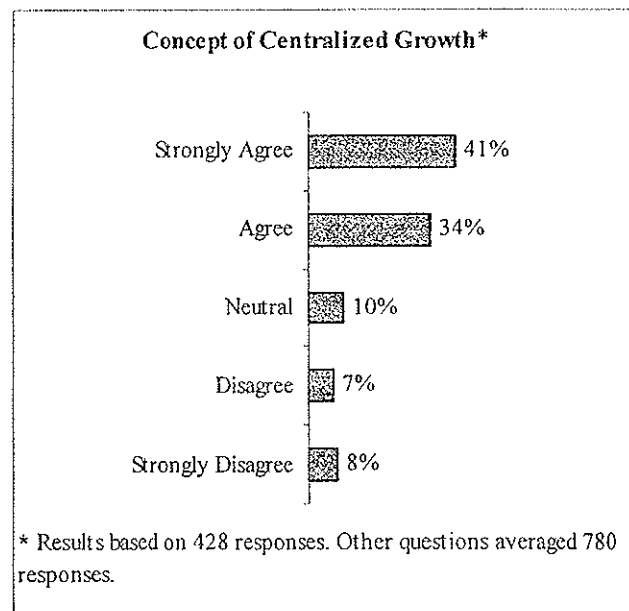


Figure 1. Concept of centralized growth.

Determining Allowable Growth. Growth related policies that could be implemented as a part of the general plan were presented in six statements. Respondents were asked to indicate the degree to which they agreed with each of the statements (see Figure 2).

Over 75% of the respondents indicated that they agreed or strongly agreed with two of the six statements. The two statements which received high agreement ratings were 1) the Town should set growth limits which restrict the location and scale of growth to avoid damage to the natural environment and 2) the Town should set growth limits based on the capacity of available services (see Figure 2).

Three additional statements were supported by over 50% of the respondents. Setting growth rates based on specific goals was supported by 66% of the respondents. Setting a maximum annual growth rate was supported by 60% of the respondents and setting a total number for housing was supported by 59% of the respondents.

Twenty percent of the sample did not believe that the town should establish growth limits.

Overall, the establishment of growth limits was supported by the survey respondents. The respondents favored setting growth limits based on environmental protection or service capacity over establishing an annual growth rate or a maximum number of housing units.

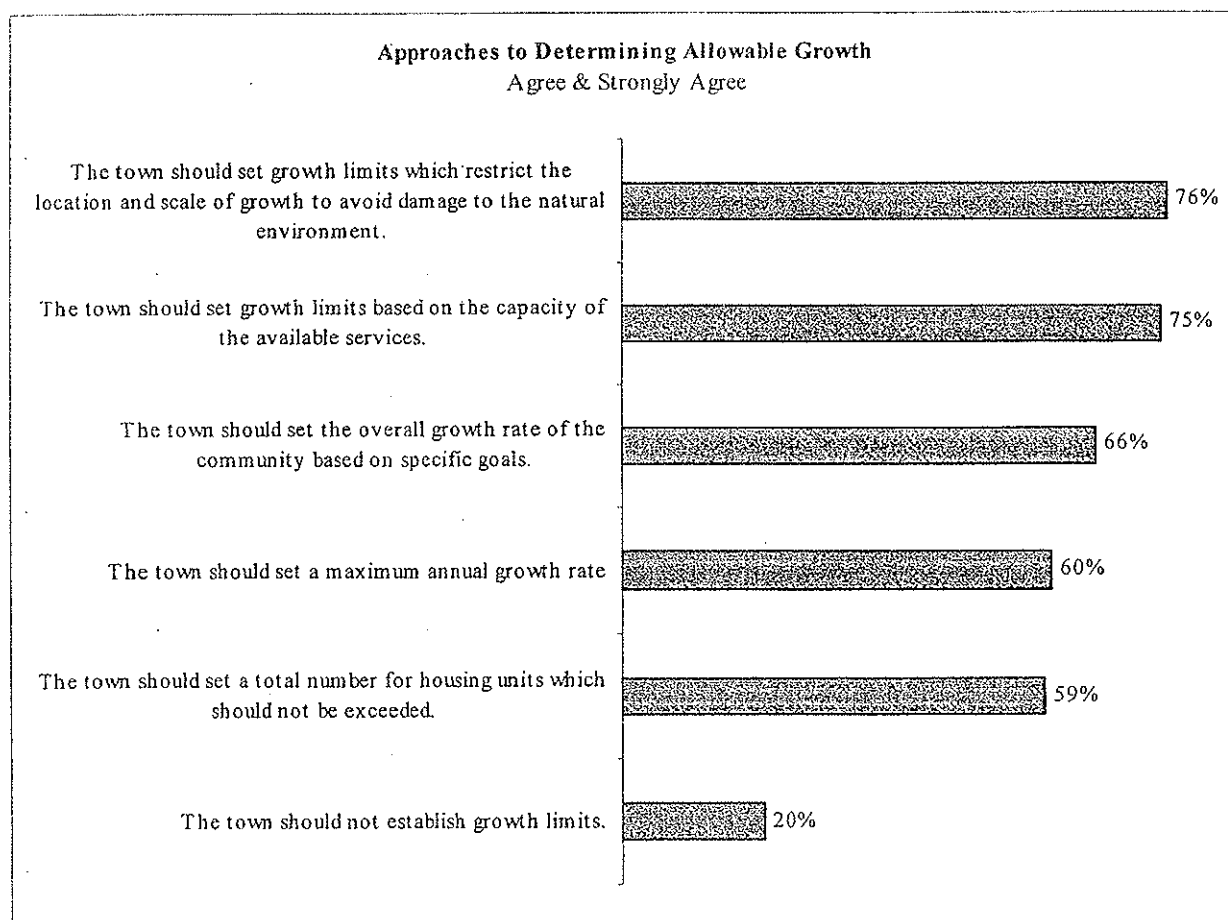


Figure 2. Approaches to determining allowable growth.

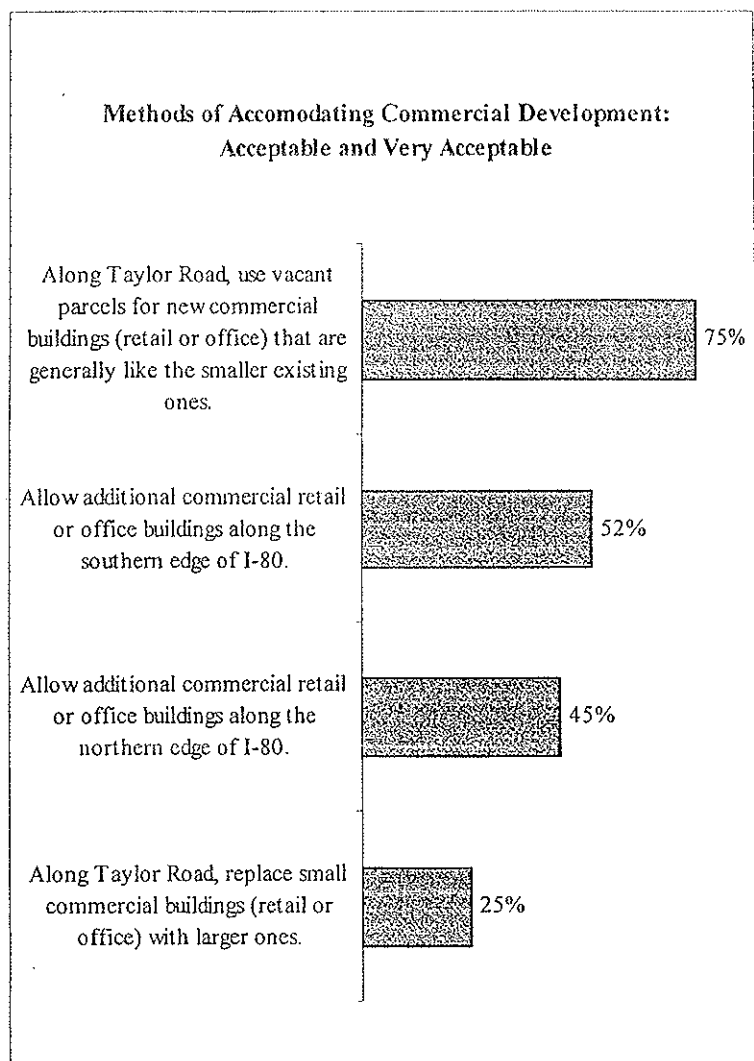
Accommodating Commercial Development. Survey respondents rated four alternative ways of accommodating additional commercial growth anticipated by the current general plan.

Of the four alternatives shown in Figure 3, using vacant parcels along Taylor Road for new commercial buildings that are generally like the smaller existing ones was rated as acceptable or very acceptable by 75% of the survey respondents.

In contrast, the least popular of the alternatives was to replace small commercial buildings along Taylor Road with larger ones. This alternative was rated as acceptable or very acceptable by 25% of the survey respondents.

The community appears to be divided over the acceptability of development along I-80. Just over half of the respondents (52%) supported the development of additional commercial retail or office buildings along the southern edge of I-80. A little less than half of the respondents (46%) supported the development of additional retail or office buildings along the northern edge of I-80.

In terms of accommodating additional commercial development, the community is most supportive of continuing current practices: the survey respondents thought that allowing new commercial buildings to develop in the vacant lots along Taylor Road was acceptable as long as the new building generally resembled the existing buildings. About half the respondents support additional development of commercial retail and office buildings along both sides of I-80.



Housing Options. Housing allowed by the current general plan could be accommodated in several ways. Survey respondents were asked to indicate the acceptability of seven density options in three areas of the Town. The density options consisted of seven lot sizes, including 4.6 acres, 2.3 acres, 1 acre, 1/2 acre, small lot single family, duplexes and apartments/condominiums. The three areas of town which were rated included the central core, north of the central core and south of I-80. A map of the areas was provided on the back of the introductory letter.

For the central core area, over 60% of the respondents rated small single family, ½ acre and 1 acre lots as acceptable or very acceptable (see Figure 4).

Duplexes were judged to be acceptable or very acceptable by 44% of the respondents and apartments/condominiums were judged to be acceptable by 36% of the respondents. Although the central core is intended to be an area of higher housing density according to the existing General Plan, multi-family lots in this area do not receive high acceptability ratings.

The acceptability of larger lots (4.6 and 2.3 acres) were not rated for the central core.

In the area north of the central core, three lot sizes received acceptability ratings of over 70%. These included 4.6 acre lots, 2.3 acre lots, and 1 acre lots (see Figure 5). Just over half of the respondents (55%) found ½ acre lots in this area to be acceptable.

In the area south of I-80, three lot sizes received acceptability ratings of over 70%. Similar to the ratings assigned in the area north of the central core, 4.6 acre lots, 2.3 acre lots, and 1 acre lots received the highest acceptability ratings (see Figure 6). Just under 50% of the respondents supported ½ acre lots in this area of town.

Apartments and condominiums received low acceptability ratings in all three areas of Loomis. Small lot single family development was thought to be acceptable in the central core, but received lower acceptability ratings in the other areas of Town.

In general, larger lots are more acceptable than smaller lots to Loomis residents, and acceptability increases with lot size in the area north of the central core and in the area

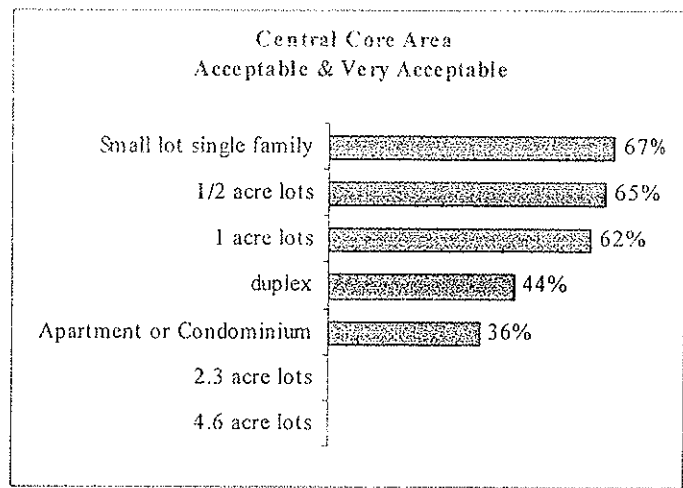


Figure 4. Central core residential lots.

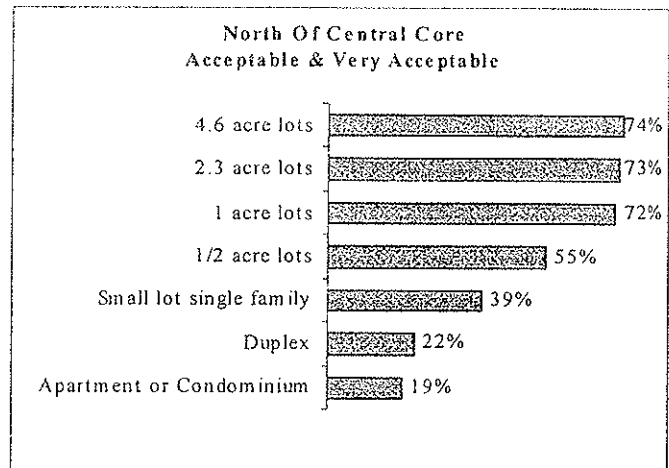


Figure 5. North of central core residential lots.

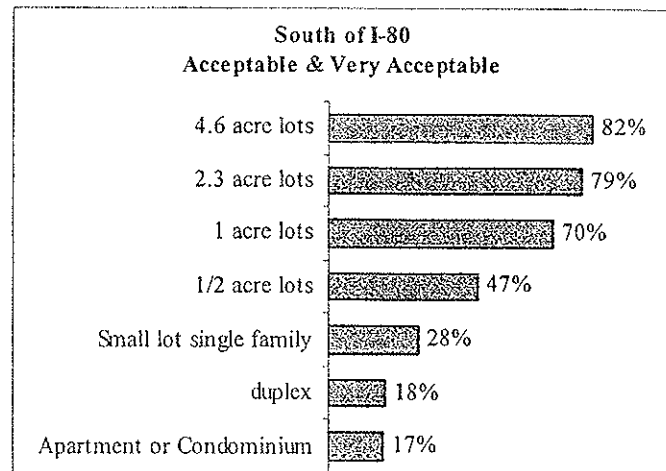


Figure 6. South of I-80 residential lots.

south of I-80. In the central core, small single family lots, ½ acre lots and 1 acre lots are equally acceptable.

Types of Development. The survey respondents provided ratings for 10 types of development. The respondents were asked to indicate whether the Town should allow no more or none, a little more, more or no limit of the ten development types (see Figure 7).

Of the development option rated, the two most popular were developing the Fruitsheds as a community center/performing arts center or as retail commercial uses. Conversion to a community center or performing arts center was supported by 70% of the respondents, while conversion to retail commercial uses was supported by 69% of the respondents.

Respondents also supported restaurants in the downtown (53%) and specialty retail stores (51%). Other development options receiving support from less than 50% of the respondents are displayed in figure 7.

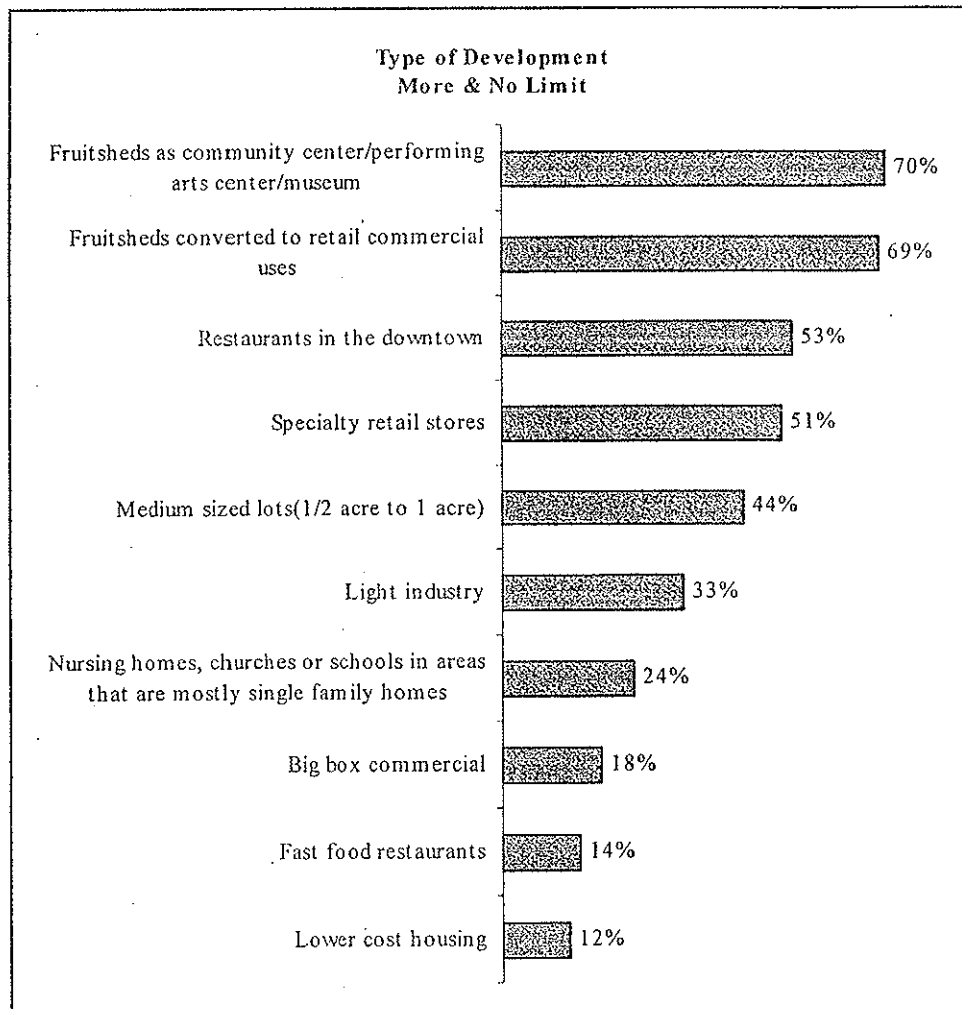


Figure 7. Type of Development.

Quality of Life. Respondents were asked to rate the importance of 11 actions for preserving the quality of community life in Loomis. The mostly highly rated action was requiring property owners to maintain their property free of trash, inoperable vehicles and debris, with 84% of the sample rating this action as important or very important. Two other action were rated as important or very important by over 80% of the respondents: 1) protecting open areas and vegetation along creek channels and 2) keeping the appearance and feel of a rural area.

Protecting roadside beauty through building setbacks and protecting and retaining agricultural land were also rated as important or very important by over 70% of the survey respondents. Several of the other quality of life issues were supported by over 65% of the respondents, including regulating the appearance of non-residential buildings, minimizing the amount and visibility of hillside development, and keeping large undeveloped areas open.

Respondents assigned high importance ratings to virtually all of the quality of life issues. Establishing public multi-use trails along creeks was the only action that was not rated as important or very important by a majority of the survey respondents.

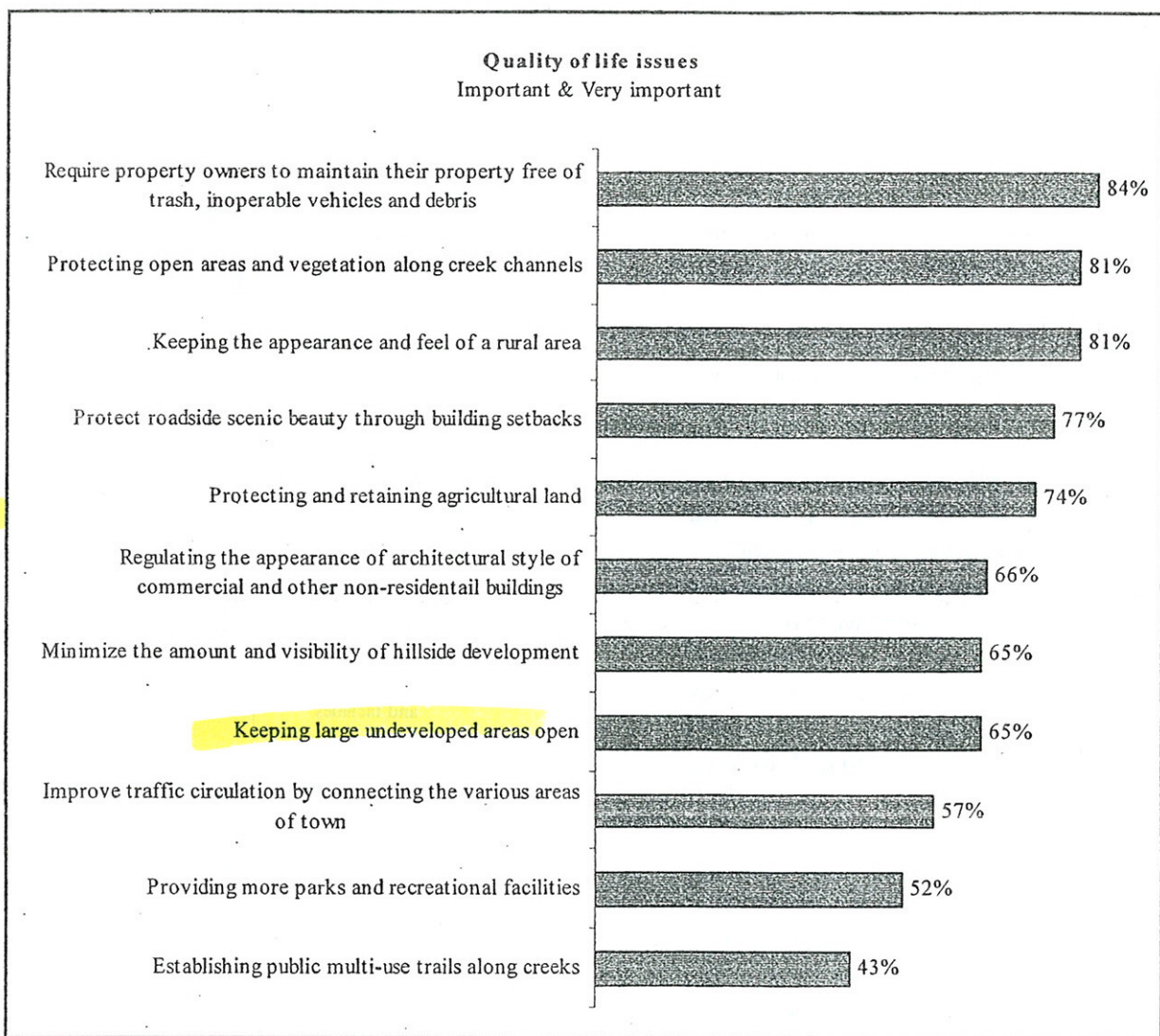


Figure 8. Quality of life ratings.

Public Services & Facilities

Adequacy Ratings. Part two of the survey focused on public services and facilities. Respondents rated the adequacy of 18 public services and indicated their willingness to support additional funding for the facilities and services. The ratings are presented in Figure 9.

Emergency services, police protection and garbage disposal received the highest adequacy ratings. Ninety-one percent of the survey respondents rated ambulance services and emergency services as adequate or better. Ninety percent of the survey respondents rated police protection and garbage disposal services as adequate or better.

Other services rated as adequate or better by at least 70% of the respondents included school transportation, sewage systems, maintenance and fire suppression in open space, bus services, flood prevention and control, and community-wide child care.

The lowest rated service was road maintenance, with 31% of the respondents rating this service as adequate or better.

The survey also allowed respondents to indicate if they felt a service or facility was not needed. A small percentage of the population (averaging 5%) felt that at least some of the of the services were not needed: By this criterion the most indispensable services are road maintenance, emergency services and police protection, which were rated as not needed by less than 2% of the sample.

Two services were rated as not needed by over 10% of the respondents. Eighteen percent of the respondents thought that public art was not needed and 22% of the respondents thought that community-wide child care was not needed. Public art is not currently funded by the community.

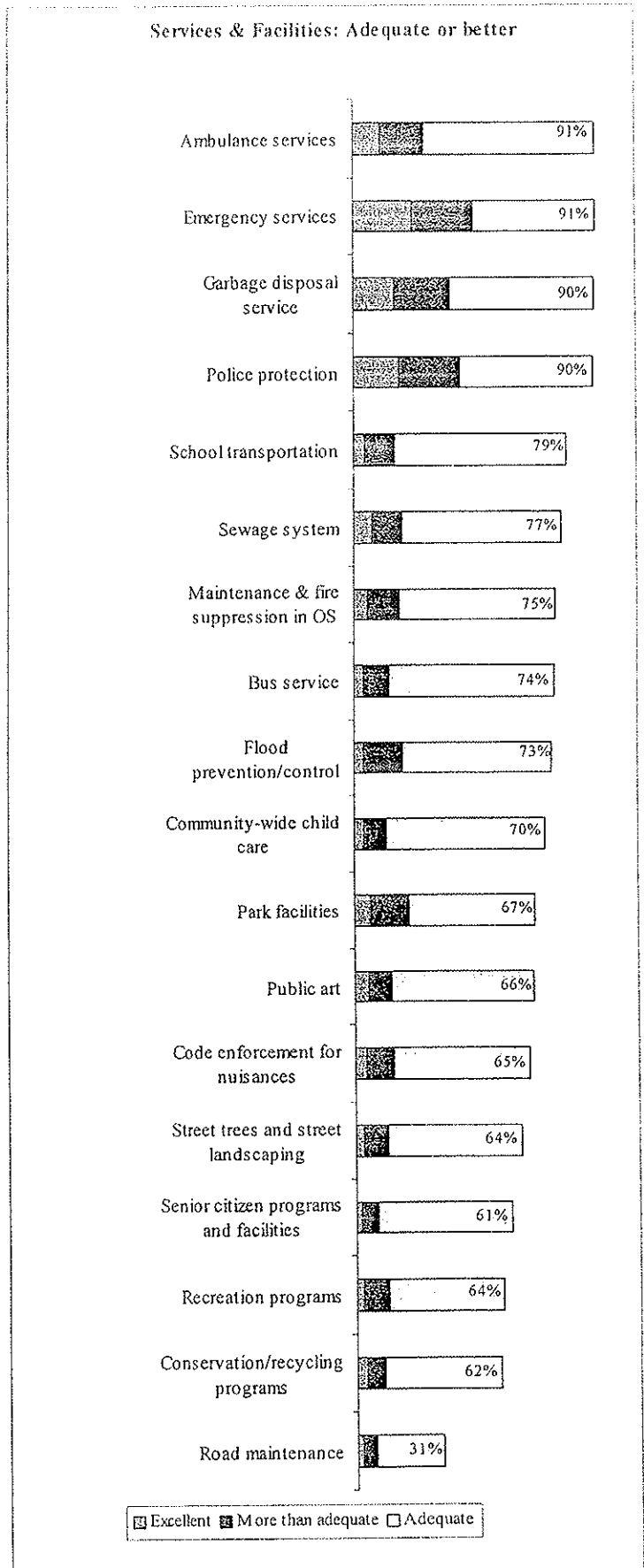


Figure 9. Adequacy of Services and Facilities.

Willingness to Pay. In addition to rating the adequacy of services and facilities, survey respondents were asked if they would be willing to contribute additional revenues in order to help the Town improve its existing public services and facilities. The respondents were asked to indicate how much their household would be willing to pay on an annual basis to improve 13 services and facilities.

Four of the services assessed (public art, senior citizen programs and facilities, sewer services, and maintenance and fire suppression in open space) are not currently offered by the Town.

The two services that the respondents are most willing to contribute additional funds to are police protection and road maintenance (see Figure 10).

Another way to look at this data is by what percentage of the community was willing to contribute at least some additional money to enhance a service or facility. By this measure, police protection and road maintenance would still receive the highest contributions, with 70% of the respondents willing to contribute additional money to police protection and 71% of the respondents willing to contribute additional money to road maintenance.

Over 50% of the sample were willing to contribute at least some funds to improve five additional services: park facilities, senior citizen programs and facilities, street trees and street landscaping, code enforcement for nuisances, and recreation programs.

Comparing revenue ratings to the adequacy ratings, the respondents are willing to contribute funds to police protection, although the current level of adequacy is

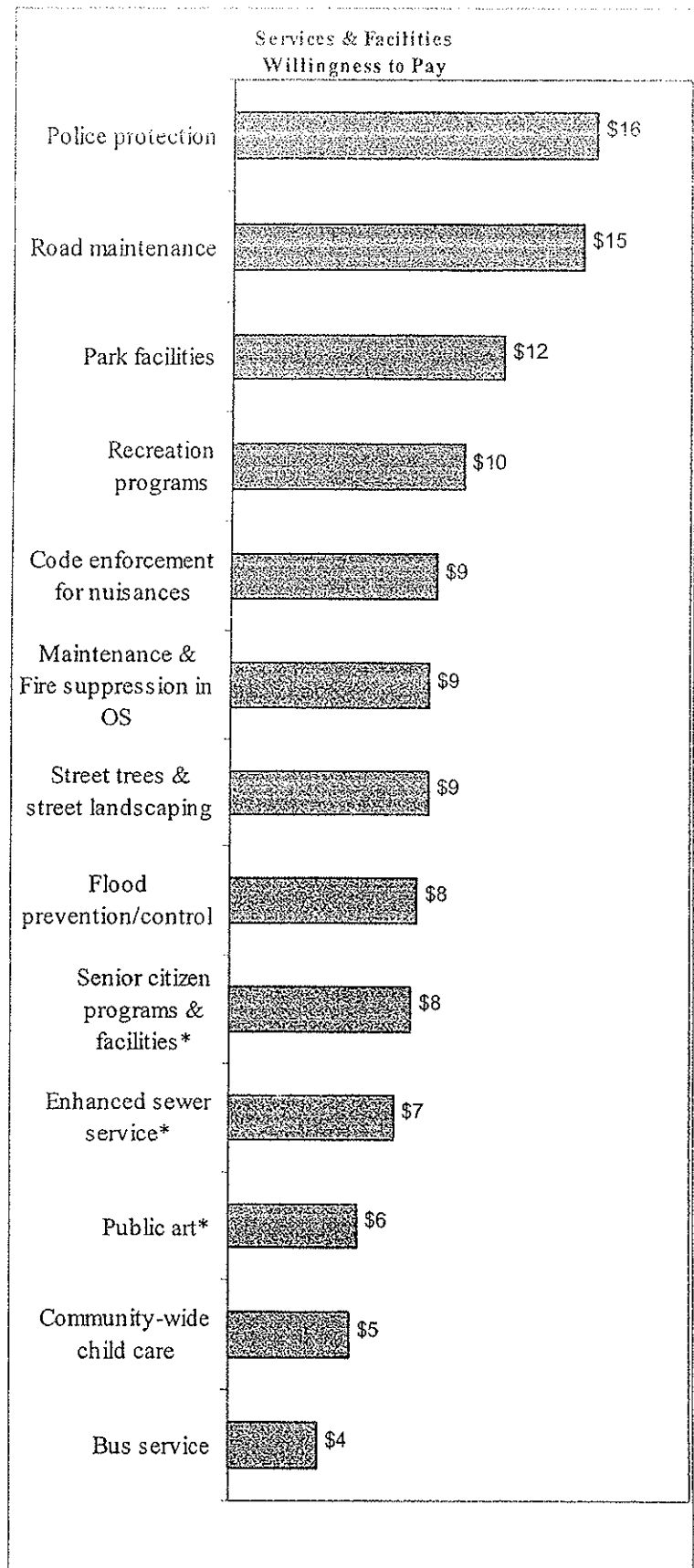


Figure 10. Willingness to contribute additional revenue.

judged to be comparatively high. The respondents are also willing to contribute funds to road maintenance, and the adequacy of this service is judged to be relatively low.

Likes, Dislikes, & Additional Retail Uses

The survey included three open ended questions. The respondents were asked to identify what two things they like most about living in Loomis, what two things they like least about living in Loomis, and what two additional commercial retail uses they would like to see in Loomis.

Positive Attributes. One respondent encapsulated the likes of the community in this answer, "Rural lifestyle - country vistas, small town atmosphere, and friendly neighbors." The top three responses to this question were rural atmosphere, small town atmosphere, and other residents.

Thirty-nine percent of the respondents said they like Loomis because of the rural atmosphere. Attributes associated with rural atmosphere, according to these respondents, include large parcels, agricultural uses, **open space** and seclusion. Twenty-two percent also said they like the small town atmosphere, which includes attributes such as "a home town feel" and "slow pace."

Thirty-eight percent of the respondents said they like Loomis because of its small town atmosphere. Some described the essential characteristics of a small town, such as friendly neighbors, no traffic lights, low crime, quiet evenings and large lots with mature trees.

Several other characteristics of the Town were mentioned by between 10% and 20% of the respondents. Friendly people were mentioned by 14% of the respondents. Quiet, access to jobs and city amenities, high quality schools, a feeling of safety, and closeness to nature were attributes noted by over 10% of the sample.

Negative Attributes. The number one complaint of the survey respondents, when asked to identify the two things they like least about living in Loomis, was traffic. Traffic problems noted by the respondents included congestion, particularly in the mornings and evenings, heavy traffic on rural roads, unenforced speed limits and conditions on Taylor Road. About 25% of the sample reported that traffic problems were the least liked attribute of Loomis.

A second substantial area of dissatisfaction is growth related issues. About 23% of the respondents commented that increased growth is a problem for Loomis. Explanatory comments included observations that the Town is growing too much, too fast. Others added that Loomis was losing its small town feel and that it is beginning to feel crowded. Some of these respondents feel that extreme vigilance will be required to prevent growth from proceeding rapidly.

Two other negative attributes were noted by over 10% of the survey respondents: appearance and road conditions. In terms of appearance, categories of complaints include weeds and trash in vacant lots, unmaintained buildings, and the unattractiveness of new development, particularly the Burger King. Concerns about road conditions revolved around poor maintenance.

Additional Commercial Retail Uses. Respondents were asked what two additional commercial retail uses they would like to see in Loomis. The top three responses were restaurants, none, and a gas station. The 22% who listed restaurants as a preferred additional commercial use tended to specify nice, mid-

priced, sit down, or family restaurants. The second largest category of additional commercial uses was "none." Nineteen percent of the respondents wrote in "none" or "no more" in response to this question. The third largest category of preferred commercial retail uses was gas station. Respondents varied on where the station should be located, and what brand of gasoline would be preferred.

Section 2: Comparative Data

Several segments of the community were represented in the survey sample, and the inclusion of demographic questions on the survey makes it possible to identify subsets of the community and to compare their attitudes. This section of the report compares the attitudes of business owners to those of residents and the attitudes of long term residents of the community to those of short term residents of the community.

In this comparison, tables display the relative opinions of the two groups. Shaded rows indicate issues where there is a statistically significant difference of opinion. Statistically significant means that the results of a statistical test (a t-test) indicate that the difference between the two groups is stable and would persist if the data was collected in a second survey.

Business Owners and Residents

Allowable Growth. Business owners and residents are similar in many ways. If the statements are rank ordered from most preferred to least preferred, the business owners and residents are alike, in the sense that growth restrictions based on service capacities, environmental protection, or other specific community goals are the more preferred by both groups.

The business owners and the residents differ in the strength of their support for the statements related to allowable growth. For all of the statements which describe growth control techniques (rows a through e in Table 1), the residents consistently assigned higher agreement ratings than did the business owners. This would seem to indicate that the residents are more supportive of growth controls than are the business owners, a conclusion that is supported by the responses to statement f, "The town should not establish growth limits". Business owners were more likely to agree with this statement than were the other residents of the Town.

Table 1: Business Owners and Residents: Allowable Growth and Commercial Development		
Question	Business Owners	Residents
Approaches to Determining Allowable Growth	Agree & Strongly Agree	
a. The Town should set growth limits based on the capacity of the available services (such as existing sewer lines and road capacity).	64%	78%
b. The Town should set growth limits which restrict the location and scale of growth to avoid damage to the natural environment.	63%	80%
c. The Town should set a total number for housing units which could not be exceeded.	41%	64%
d. The Town should set a maximum annual growth rate.	42%	65%
e. The Town should set the overall growth rate of the community based on specific goals (for example, providing more jobs or preserving open space areas).	57%	69%
f. The Town should not establish growth limits.	31%	17%
Methods of Accommodating Commercial Development	Acceptable & Very Acceptable	
a. Along Taylor Road, replace small commercial buildings (retail or office) with larger ones.	31%	23%
b. Along Taylor Road, use vacant parcels for new commercial buildings (retail or office) that are generally like the smaller existing ones.	84%	73%
c. Allow additional commercial retail or office buildings along the southern edge of I-80.	64%	49%
d. Allow additional commercial retail or office buildings along the northern edge of I-80.	60%	41%

On the other hand, for the business owners, agreement with the growth restriction statements (statements a through e) ranged from 40% to 65%, while only 31% of the business owners agreed that the town should not establish growth limits.

In short then, business people tend to be less supportive of growth restrictions overall, compared to residents, but the two groups agree on what types of restrictions are most acceptable.

Commercial Development. A similar result occurs in the ratings of the acceptability of commercial development alternatives: business owners and residents are similar in terms of their overall preferences, but differ in the strength of their support for the development alternatives.

The two groups agree that additional development along Taylor Road should resemble existing development, as opposed to new development consisting of larger buildings. Both groups are slightly more supportive of development along the southern edge of I-80 than the northern edge of I-80.

On the other hand, the business owners are more supportive of commercial development alternatives than are the residents overall. For business owners, 84% agreed that vacant parcels along Taylor Road should be used for additional development that is similar to the existing development, while just over 60% of the business owners agreed that additional retail and commercial development should be allowed north and south of I-80. In comparison, just under 50% of the residents agree that additional retail and commercial development should be allowed north and south of I-80 (see Table 1).

Housing Options. In the central core, business people are generally more supportive of small residential lots than are the residents, although, again, the two groups are in agreement about which lot sizes are the most and least acceptable.

North of the Central core, business owners tend to be more supportive of the denser categories of residential development (duplexes and apartments/condominiums), than are the residents.

There were no differences between business owners and residents in their ratings in the area south of I-80.

Table 2: Business Owners and Residents Attitudes Toward Lot Sizes and Housing Options		
Minimum Lot Sizes/ Housing Options	Acceptable & Very Acceptable	
Central Core	Business Owners	Residents
a. 4.6 acre lots	n/a	n/a
b. 2.3 acre lots	n/a	n/a
c. 1 acre lots	68%	59%
d. ½ acre lots	75%	62%
e. Small lot single family	76%	64%
f. Duplex	55%	41%
g. Apartment or Condominium	46%	33%
North of Central Core		
a. 4.6 acre lots	73%	73%
b. 2.3 acre lots	72%	73%
c. 1 acre lots	74%	71%
d. ½ acre lots	62%	53%
e. Small lot single family	48%	36%
f. Duplex	32%	19%
g. Apartment or Condominium	30%	16%
South of I-80		
a. 4.6 acre lots	87%	81%
b. 2.3 acre lots	82%	78%
c. 1 acre lots	66%	71%
d. ½ acre lots	51%	45%
e. Small lot single family	31%	28%
f. Duplex	20%	17%
g. Apartment or Condominium	21%	15%

Other Types of Development. For both business owners and residents, the three most popular types of additional development were the conversion of Fruitsheds to a community center or performing arts center, the conversion of the Fruitsheds to retail and commercial uses and the development of additional restaurants in the downtown. Although over 50% of both the business owners and the residents thought that substantially more of these types of uses should be encouraged, the business owners were particularly supportive of additional commercial development in these categories. In terms of the addition of specialty retail stores and medium side lots, over 50% of the business owners support a lot more of these uses, while less than 50% of the residents support a lot more of these uses.

Quality of Life. Both business owners and residents agree that requiring property owners to maintain their property free of trash, inoperable vehicles and debris and protecting open areas and vegetation along creek channels are the two most important quality of life issues. In terms of keeping the appearance and feel of a rural area, the residents rate this characteristic as more important than do the business owners, although it is rated as important or very important by over 50% of the respondents in both groups.

There were no significant differences between the business owners and the residents on the ratings of the adequacy of services and facilities and there were not differences between business owners and residents on the willingness to contribute additional revenues to improve these services and facilities.

Table 3: Business Owners and Residents Attitudes Toward Other Types of Development

Issue	Business Owners	Residents
Type of Development	No limit & a lot more	
a. Nursing Homes, Churches or schools in areas that are mostly single family homes.	29%	10%
b. Lower cost housing	19%	23%
c. Specialty retail stores.	62%	48%
d. Fast food restaurants.	25%	11%
e. Restaurants in the downtown.	65%	50%
f. Big Box commercial (e.g. size of Raley's).	28%	15%
g. Light industry.	45%	30%
h. Fruitsheds converted to retail commercial uses.	69%	70%
i. Fruitsheds as community center/performing arts center/ museum.	74%	69%
j. Medium-sized lots (1/2 acre to 1 acre).	53%	42%
Quality of Life Issues	Important & Very Important	
a. Establishing public multi-use trails along creeks.	41%	44%
b. Improve traffic circulation by connecting the various areas of town.	61%	57%
c. Keeping the appearance and feeling of a rural area.	71%	84%
d. Keeping large undeveloped areas open.	49%	69%
e. Minimize the amount and visibility of hillside development.	60%	70%
f. Protect roadside scenic beauty through building setbacks.	59%	79%
g. Protecting open areas and vegetation along creek channels.	79%	82%
h. Protecting and retaining agricultural land.	66%	76%
i. Providing more parks and recreational facilities.	59%	50%
j. Require property owners to maintain their property free of trash, inoperable vehicles and debris.	84%	84%
k. Regulating the appearance or architectural style of commercial and other non-residential buildings.	65%	67%

The attitudes of Loomis residents were compared on the basis of length of residence in the community. For this analysis, short term residency was defined as five years or less in the community, while long term residency was defined as more than 5 years in the community.

The purpose of the analysis is simply to compare the current attitudes of two groups of residents. Where there are differences between long term and short term residents, it may be due to many factors and it is also possible that the differences would diminish over time. This information is worth presenting because the long term residents of communities that are experiencing growth tend to wonder if the values of "newcomers" are similar to those of the rest of the community.

Short term and long term residents share similar attitudes toward the approaches to determining allowable growth. Both groups of residents prefer that growth restrictions be based on service capacities, environmental protection, or other specific community goals (see Table 4).

On the other hand, the short term residents are more supportive of the adoption of growth restrictions than are the long term residents. In the case of setting growth limits to protect the natural environment, 86% of the short term residents agree or strongly agree with the proposed growth restriction, while 76% of the long term residents agree or strongly agree with the proposed restriction.

Commercial Development. Both groups are most supportive of accommodating commercial development by using vacant parcels along Taylor Road for new commercial buildings that are generally like the smaller existing ones.

Table 4: Length of Residence and Attitudes Towards Allowable Growth & Commercial Development		
Approaches to Determining Allowable Growth	Agree & Strongly Agree	
	Short Term	Long Term
a. The Town should set growth limits based on the capacity of the available services (such as existing sewer lines and road capacity).	83%	76%
b. The Town should set growth limits which restrict the location and scale of growth to avoid damage to the natural environment.	86%	76%
c. The Town should set a total number for housing units which could not be exceeded.	72%	59%
d. The Town should set a maximum annual growth rate.	75%	58%
e. The Town should set the overall growth rate of the community based on specific goals (for example, providing more jobs or preserving open space areas).	77%	66%
f. The Town should not establish growth limits.	11%	20%
Methods of Accommodating Commercial Development	Acceptable & Very Acceptable	
	Short Term	Long Term
a. Along Taylor Road, replace small commercial buildings (retail or office) with larger ones.	16%	27%
b. Along Taylor Road, use vacant parcels for new commercial buildings (retail or office) that are generally like the smaller existing ones.	78%	74%
c. Allow additional commercial retail or office buildings along the southern edge of I-80.	42%	52%
d. Allow additional commercial retail or office buildings along the northern edge of I-80.	28%	48%

Both groups find large buildings along Taylor Road to be largely unacceptable. In terms of development along I-80, both groups tend to be somewhat more supportive of development south of the freeway, compared to north of the freeway. The short term residents, however, are less supportive of development along I-80 than are the long term residents. Additional commercial retail or office building along the northern edge of I-80 was acceptable to 42% of the short term residents compared to 52% of the long term residents. Additional commercial retail or office buildings along the southern edge of I-80 was acceptable to 28% of the short term residents compared to 48% of the long term residents.

In short, the attitudes of short term and long term residents towards approaches to determining allowable growth and toward methods of accommodating commercial development are similar, although the short term residents are somewhat more supportive of restricting growth, and somewhat less supportive of additional development along I-80, compared to the long term residents.

Housing Options. There are few differences between short term and long term residents in their assessments of the acceptability of housing options. The opinions of the two groups differ in only the Central core, on two of the housing options. The long term residents are more supportive of duplexes and apartments/condominiums than are the short term residents (see Table 5).

Duplexes are acceptable or very acceptable to 48% of the long term residents compared to 28% of the short term residents. Apartments and condominiums are acceptable or very acceptable to 39% of the long term residents compared to 21% of the short term residents.

Other Types of Development. For seven of the ten other types of development presented in Table 6, short term and long term residents agreed on how much more development should be encouraged.

Table 5: Length of Residence and Attitudes Toward Housing Options		
	Short Term	Long Term
Central Core	Acceptable & Very Acceptable	
a. 4.6 acre lots	n/a	n/a
b. 2.3 acre lots	n/a	n/a
c. 1 acre lots	72%	60%
d. ½ acre lots	72%	63%
e. Small lot single family	61%	67%
f. Duplex	28%	48%
g. Apartment or Condominium	21%	39%
North of Central Core	Acceptable & Very Acceptable	
a. 4.6 acre lots	77%	73%
b. 2.3 acre lots	78%	72%
c. 1 acre lots	72%	71%
d. ½ acre lots	56%	53%
e. Small lot single family	37%	37%
f. Duplex	18%	21%
g. Apartment or Condominium	13%	19%
South of I-80	Acceptable & Very Acceptable	
a. 4.6 acre lots	88%	82%
b. 2.3 acre lots	85%	77%
c. 1 acre lots	69%	69%
d. ½ acre lots	41%	45%
e. Small lot single family	29%	25%
f. Duplex	20%	16%
g. Apartment or Condominium	14%	16%

For three types of development, however, the short term residents would set stricter limits on development than would the long term residents. For fast food restaurants, about 7% of the short term residents would support a lot more or no limit on this type of development compared to 15% of the long term residents. A lot more or no limit on big box commercial was supported by 8% of the short term residents, compared to 19% of the long term residents. Light industry was supported by 17% of the short term residents compared to 36% of the long term residents.

Quality of Life. According to both short term and long term residents, the three most important quality of life issues in Loomis are requiring property owners to maintain their property free of trash, inoperable vehicles and debris, protecting open areas and vegetation along creek channels, and keeping the appearance and feel of a rural area.

Keeping the appearance and feeling of a rural area was the top rated quality of life issue for the short term residents, with 93% of the short term residents agreeing that this attribute is important or very important.

The overall attitudes of short term and long term residents toward the quality of life issues were fairly similar, but the importance ratings of the short term residents tended to be higher than those of the long term residents.

Overall, comparison of the short and long term residents suggest that the short term residents are more likely to resist additional development and are more likely to view quality of life issues as important, compared to long term residents.

Table 6: Length of Residence and Attitudes Toward Other Types of Development & Quality of Life

Length of Residence	Short Term	Long Term
Type of Development	No Limit & More	
a. Nursing Homes, Churches or schools in areas that are mostly single family homes.	22%	23%
b. Lower cost housing	10%	13%
c. Specialty retail stores.	41%	52%
d. Fast food restaurants.	7%	15%
e. Restaurants in the downtown.	48%	54%
f. Big Box commercial.	8%	19%
g. Light industry.	17%	36%
h. Fruitsheds converted to retail commercial uses.	70%	68%
I. Fruitsheds as community center/performing arts center.	70%	69%
j. Medium-sized lots (1/2 acre to 1 acre).	39%	45%
Quality of Life Issues	Important & Very Important	
a. Establishing public multi-use trails along creeks.	55%	40%
b. Improve traffic circulation by connecting the various areas of town.	45%	58%
c. Keeping the appearance and feeling of a rural area.	93%	79%
d. Keeping large undeveloped areas open.	76%	65%
e. Minimize the amount and visibility of hillside development.	77%	65%
f. Protect roadside scenic beauty through building setbacks.	85%	76%
g. Protecting open areas and vegetation along creek channels.	89%	80%
h. Protecting and retaining agricultural land.	79%	74%
I. Providing more parks and recreational facilities.	53%	51%
j. Require property owners to maintain their property free of trash, inoperable vehicles and debris.	88%	83%
k. Regulating the appearance or architectural style of commercial and other non-residential buildings.	80%	62%

Section 3: Demographic Information

The households surveyed included community residents and business owners, as well as non-resident business and property owners. A total of 805 surveys were returned for analysis.

Of the 805 surveys, 22% were returned by business owners. Nineteen percent of these business owners live in the Town of Loomis. Business owners were asked if they would be interested in participating in a community-wide marketing campaign. Forty-six percent of the business owners responded that they would be interested in such a campaign.

Less than one percent of the survey respondents were between the ages of 18 and 24, 34% of the respondents were 25 to 44 years of age, 45% were between the ages of 45 and 64, and 21% were 65 years and older.

Forty-eight percent of the respondents were female and 52% were male, although a number of respondents noted that the survey was completed by the entire household.

Thirteen percent of the respondents report an annual household income (before taxes) of less than \$25,000, 54% report a household income between of \$25,000 and \$75,000, and 35% report a household income of \$75,000 or more.

Ninety-five percent of the respondents own their home, and 5% rent. Seven percent of the respondents live in either a mobile home or an attached housing unit (apartment, townhouse, duplex or halfplex), and 93% live in a single family detached housing unit. Of those single family units, 20% are on a parcel larger than 3 acres, 23% are on a parcel from 1 to 3 acres in size, 30% are on a parcel ranging from 10,000 square feet to 1 acre in size, and 20% are on a parcel less than 10,000 square feet.

Forty-one percent of the responding households include children under 18 years of age. The respondents have lived in Loomis for an average of 18 years.

Table 7: Demographic Data			
		1998 Survey	1990 Census
Age	18-24	<1%	2%
	25-34	7%	18%
	35-44	27%	26%
	45-54	29%	18%
	55-64	16%	13%
	65+	21%	22%
Gender	Male	52%	50%
Income	Less than \$5,000	1%	2%
	\$5,000- 9999	1%	7%
	\$10,000-14,999	2%	4%
	\$15,000-24,999	9%	16%
	\$25,000-34,999	8%	17%
	\$35,000-49,999	16%	24%
	\$50,000-74,999	28%	19%
	\$75,000-99,999	18%	8%
	\$100,000 or more	17%	4%
Housing Type	Mobile home.	<1%	6%
	Apartment building (4 or more units in a building).	<1%	2%
	Duplex or halfplex.	5%	3%
	Townhouse.	2%	9%
	Single family residence on a parcel larger than 3 acres.	20%	80%
	Single family residence on a parcel ranging from 1 acre to 3 acres.	23%	
	Single family residence on a parcel ranging from 10,000 square feet to 1 acre in size.	30%	
	Single family residence on a parcel less than 10,000 sq. ft.	20%	
Homeowners		95%	86%
Households with children under 18		41%	
Average # of years living in Loomis		18	

Census data from 1990 (the most recent available) is shown in Table 7. Overall, the age distribution of the survey respondents is similar to the age distribution for heads of households reported the 1990 census, although the 25-34 year range is slightly under represented and the 45-54 year range is slightly over represented in the survey sample.

Compared to the 1990 census data, the Loomis survey respondents have higher incomes. Income projections provided by the California Department of Housing and Community Development suggest that incomes in the area have increased since the 1990 Census: the median household income in Placer County was estimated at \$37,500 in 1990 and \$51,400 in 1998.

Type of housing for the survey respondents matches the census data for most categories, although mobile home and townhouse residents are slightly under represented in the survey sample.

In the survey sample, homeowners account for 95% of the respondents. According to the 1990 census, the expected percentage is 85%. Statistical comparison of the two groups, homeowners and renters, revealed no statistically significant differences between the two groups on the survey issues.

Overall, the demographic distribution of the survey sample appears to be representative of the demographic distribution of the community of Loomis. This suggests that the survey results are an accurate representation of community opinion.

Section 4: Summary & Conclusions

Respondents were asked to indicate the degree to which they agreed that the Town of Loomis should maintain the concept of centralized growth in the General Plan Update. Of those respondents who answered the question, 75% agreed that the Town should maintain the concept of centralized growth in the General Plan update.

Overall, the establishment of growth limits was supported by the survey respondents. The respondents favored setting growth limits based on environmental protection or service capacity over establishing an annual growth rate or a maximum number of housing units.

In terms of accommodating additional commercial development, the community is most supportive of continuing current practices: the survey respondents thought that allowing new commercial buildings to develop in the vacant lots along Taylor Road was acceptable as long as the new buildings generally resembled the existing buildings. About 50% of the sample supported additional development of commercial retail and office buildings along I-80.

In general, larger lots are more acceptable to Loomis residents than are smaller lots. In the area north of the Central core and in the area south of I-80, 4.6 acre lots were the most acceptable, followed by 2.3 acre lots, and 1 acre lots. In the central core, small single family lots, ½ acre lots and 1 acre lots are equally acceptable.

Of the other development options rated, the two most popular were developing the Fruitsheds as a community center/performing arts center or as retail commercial uses. Conversion of the Fruitsheds to a community center or performing arts center was supported by 70% of the respondents, while conversion to retail commercial uses was supported by 69% of the respondents. Respondents also supported restaurants in the downtown (53%) and specialty retail stores (51%).

Respondents rated the adequacy of 18 public services and facilities. Emergency services, police protection and garbage disposal were rated as adequate by over 90% of the respondents. Other services rated as adequate or better by at least 70% of the respondents included school transportation, sewage systems, maintenance and fire suppression in open space, bus services, and flood prevention and control.

Willingness to provide additional revenues to improve services and facilities was assessed. Seventy percent of the respondent were willing to contribute additional money to police protection and 71% of the respondents were willing to contribute additional money to road maintenance. Over 50% of the sample were willing to contribute at least some funds to improve five additional services: park facilities, senior citizen programs and facilities, street trees and street landscaping, code enforcement for nuisances, and recreation programs.

The top three things that people like about living in Loomis are the rural atmosphere, the small town atmosphere, and other residents. The number one complaint of the survey respondents, when asked to identify the two things they like least about living in Loomis, was traffic. Traffic problems noted by the respondents included congestion, heavy traffic on rural roads, unenforced speed limits and conditions on Taylor Road. The top three additional commercial retail uses recommended by the survey respondents were restaurants, none, and a gas station.

Business people tend to be less supportive of growth restrictions overall, compared to residents, but the two groups agree on what types of restrictions are most acceptable. The two groups agree that additional development along Taylor road should resemble existing development, as opposed to new development consisting of larger buildings. Both groups are slightly more supportive of development along the southern edge of I-80 than the northern edge of I-80. In the central core and north of the Central core, business people are generally more supportive of small residential lots than are the other residents of Loomis.

The attitudes of short term and long term residents towards approaches to determining allowable growth and toward methods of accommodating commercial development are similar, although the short term residents are somewhat more supportive of restricting growth, and somewhat less supportive of additional development along I-80, compared to the long term residents. For three types of development, fast food restaurants, big box commercial and light industry, the short term residents would set stricter limits on development than would the long term residents.



Town of Loomis

GENERAL PLAN UPDATE PUBLIC ATTITUDE SURVEY

1. The existing General Plan is based on the concept of centralized growth. The centralized growth concept places the highest densities of development towards the center of town, and lower densities toward the outer edge of the town. Please indicate (by circling a response below) the degree to which you agree that the Town of Loomis should maintain the concept of centralized growth in the General Plan Update.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

2. The following statements present growth related policies which could be implemented as a part of the General Plan update. Please indicate the extent to which you agree with each of these statements by circling a rating number in the table below. A rating of 1 indicates that you strongly disagree with the statement, while a rating of 5 indicates that you strongly agree with the statement.

Approaches to Determining Allowable Growth	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. The Town should set growth limits based on the capacity of the available services (such as existing sewer lines and road capacity).	1	2	3	4	5
b. The Town should set growth limits which restrict the location and scale of growth to avoid damage to the natural environment.	1	2	3	4	5
c. The Town should set a total number for housing units which could not be exceeded.	1	2	3	4	5
d. The Town should set a maximum annual growth rate.	1	2	3	4	5
e. The Town should set the overall growth rate of the community based on specific goals (for example, providing more jobs or preserving open space areas).	1	2	3	4	5
f. The Town should <u>not</u> establish growth limits.	1	2	3	4	5

3. Additional commercial growth anticipated by the current general plan could be accommodated in several ways. Please indicate the acceptability of these alternative methods by circling a rating below.

Methods of Accommodating Commercial Development	Not Acceptable	Somewhat Acceptable	Acceptable	Very Acceptable
a. Along Taylor Road, replace small commercial buildings (retail or office) with larger ones.	1	2	3	4
b. Along Taylor Road, use vacant parcels for new commercial buildings (retail or office) that are generally like the smaller existing ones.	1	2	3	4
c. Allow additional commercial retail or office buildings along the southern edge of I-80.	1	2	3	4
d. Allow additional commercial retail or office buildings along the northern edge of I-80.	1	2	3	4

4. Housing allowed by the current general plan could be accommodated in several ways. Please indicate the acceptability of these options in different areas of the Town by circling a rating below. Look at the back of the introductory letter for a map of the areas.

Minimum Lot Sizes / Housing Options	Central Core (between Taylor and I-80, South of King)				North of Central Core (see map on back of letter)				South of I-80			
	Not Acceptable			Very Acceptable	Not Acceptable			Very Acceptable	Not Acceptable			Very Acceptable
a. 4.6 acre lots	Not Applicable				1	2	3	4	1	2	3	4
b. 2.3 acre lots	Not Applicable				1	2	3	4	1	2	3	4
c. 1 acre lots	1	2	3	4	1	2	3	4	1	2	3	4
d. ½ acre lots	1	2	3	4	1	2	3	4	1	2	3	4
e. Small lot single family	1	2	3	4	1	2	3	4	1	2	3	4
f. Duplex	1	2	3	4	1	2	3	4	1	2	3	4
g. Apartment or Condominium	1	2	3	4	1	2	3	4	1	2	3	4

5. How much of the following types of development should be allowed in Loomis?

Type of Development	No more/ None	A little more	More	No limit
a. Nursing homes, churches or schools in areas that are mostly single family homes.	1	2	3	4
b. Lower cost housing.	1	2	3	4
c. Specialty retail stores.	1	2	3	4
d. Fast food restaurants.	1	2	3	4
e. Restaurants in the downtown.	1	2	3	4
f. Big Box commercial (e.g. size of Raley's).	1	2	3	4
g. Light industry.	1	2	3	4
h. Fruitsheds converted to retail commercial uses.	1	2	3	4
i. Fruitsheds as community center/performing arts center/ museum.	1	2	3	4
j. Medium-sized lots (1/2 acre to 1 acre).	1	2	3	4

6. Please rate the importance of each of the following actions for preserving the quality of community life.

Quality of Life Issues	Not Important	Somewhat Important	Important	Very Important
a. Establishing public multi-use trails along creeks.	1	2	3	4
b. Improve traffic circulation by connecting the various areas of town.	1	2	3	4
c. Keeping the appearance and feeling of a rural area.	1	2	3	4
d. Keeping large undeveloped areas open.	1	2	3	4
e. Minimize the amount and visibility of hillside development.	1	2	3	4
f. Protect roadside scenic beauty through building setbacks.	1	2	3	4
g. Protecting open areas and vegetation along creek channels.	1	2	3	4
h. Protecting and retaining agricultural land.	1	2	3	4
i. Providing more parks and recreational facilities.	1	2	3	4
j. Require property owners to maintain their property free of trash, inoperable vehicles and debris.	1	2	3	4
k. Regulating the appearance or architectural style of commercial and other non-residential buildings.	1	2	3	4

7. Please think about the following public services and facilities in Loomis and rate the adequacy of each. Please also check the box in the last column if you think the service is not needed.

Services & Facilities	Not Adequate Adequate Excellent					Service Not Needed
	1	2	3	4	5	
a. Ambulance services						
b. Bus service						
c. Community-wide child care						
d. Emergency services (police/fire/rescue)						
e. Flood prevention/control						
f. Garbage disposal service						
g. Code enforcement for nuisances						
h. Police protection						
i. Public art						
j. Park facilities						
k. Recreation programs						
l. Conservation/recycling programs						
m. Senior citizen programs and facilities						
n. Road maintenance						
o. School transportation						
p. Sewage system						
q. Street trees and street landscaping						
r. Maintenance & fire suppression in open space						

8. Additional revenues may be needed if the Town is to improve its existing public services and facilities. Considering each service separately, please indicate how much your household would be willing to pay *on an annual basis* to improve the following services and associated facilities.

Services & Facilities	Annual Contribution Towards Improved Service					
a. Bus service	\$0	\$10	\$20	\$30	\$40	\$50+
b. Code enforcement for nuisances	\$0	\$10	\$20	\$30	\$40	\$50+
c. Community-wide child care	\$0	\$10	\$20	\$30	\$40	\$50+
d. Flood prevention/control	\$0	\$10	\$20	\$30	\$40	\$50+
e. Police protection	\$0	\$10	\$20	\$30	\$40	\$50+
f. Public art*	\$0	\$10	\$20	\$30	\$40	\$50+
g. Park facilities	\$0	\$10	\$20	\$30	\$40	\$50+
h. Recreation programs	\$0	\$10	\$20	\$30	\$40	\$50+
i. Senior citizen programs and facilities*	\$0	\$10	\$20	\$30	\$40	\$50+
j. Road maintenance	\$0	\$10	\$20	\$30	\$40	\$50+
k. Enhanced sewer service*	\$0	\$10	\$20	\$30	\$40	\$50+
l. Street trees and street landscaping	\$0	\$10	\$20	\$30	\$40	\$50+
m. Maintenance & fire suppression in open space*	\$0	\$10	\$20	\$30	\$40	\$50+

* indicates a service not currently funded by the Town of Loomis.

We understand that the following questions are of a personal nature. These questions are included to ensure that the survey responses are representative of the community of Loomis. Please return your survey, even if you choose not to answer these questions.

9. Do you own a business in Loomis? ☐ Yes ☐ No
10. If so, would you be interested in participating in a community wide marketing campaign? ☐ Yes ☐ No
11. Do you live within the Loomis town boundary? ☐ Yes ☐ No
12. If so, how many years have you lived in Loomis? Years
13. Do you own or rent your housing? ☐ Own ☐ Rent
14. What type of housing do you live in? Please circle one.
- 1) Single family residence on a parcel less than 10,000 square feet in size.
 - 2) Single family residence on a parcel ranging from 10,000 square feet to 1 acre in size.
 - 3) Single family residence on a parcel ranging from 1 acre to 3 acres in size.
 - 4) Single family residence on a parcel larger than 3 acres in size.
 - 5) Townhouse.
 - 6) Duplex or halfplex.
 - 7) Apartment building (4 or more units in a building).
 - 8) Mobile home.
15. What is your age? Please circle one.
- | | | |
|----------|----------|----------|
| 1) 18-24 | 3) 35-44 | 5) 55-64 |
| 2) 25-34 | 4) 45-54 | 6) 65+ |
16. Does your household include children under 18 years of age? ☐ Yes ☐ No
17. Are you male or female? ☐ Male ☐ Female
18. What is the approximate annual income (before taxes) for your household? *Households include domestic partners, married couples, and parents living with children. If you live alone or with a roommate, only count your own income. Please circle one.*
- | | | |
|----------------------|----------------------|----------------------|
| 1) Less than \$5000 | 4) \$15,000 - 24,999 | 7) \$50,000 - 74,999 |
| 2) \$5000 - 9999 | 5) \$25,000 - 34,999 | 8) \$75,000 - 99,999 |
| 3) \$10,000 - 14,999 | 6) \$35,000 - 49,999 | 9) \$100,000 or more |
19. What two things do you like *most* about living in Loomis?
20. What two things do you like *least* about living in Loomis?
21. What two additional commercial retail uses would you like to see in Loomis?
22. Do you have any additional comments? (Please include on a separate sheet of paper).

Thank you for completing the survey. Your contribution is sincerely appreciated.
Please return the survey to the Town of Loomis in the enclosed postage paid envelope by July 15, 1998

1. The existing General Plan is based on the concept of centralized growth. The centralized growth concept places the highest densities of development towards the center of town, and lower densities toward the outer edge of the town. Please indicate (by circling a response below) the degree to which you agree that the Town of Loomis should maintain the concept of centralized growth in the General Plan Update.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total Responses
	175 41%	145 34%	43 10%	31 7%	34 8%	428

2. Approaches to Determining Allowable Growth

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total Responses
a. The Town should set growth limits based on the capacity of the available services (such as existing sewer lines and road capacity).	346 44%	240 31%	53 7%	84 11%	62 8%	785
b. The Town should set growth limits which restrict the location and scale of growth to avoid damage to the natural environment.	396 50%	206 26%	81 10%	60 8%	44 6%	787
c. The Town should set a total number for housing units which could not be exceeded.	254 33%	206 26%	105 13%	109 14%	105 13%	779
d. The Town should set a maximum annual growth rate.	238 30%	230 29%	122 16%	95 12%	97 12%	782
e. The Town should set the overall growth rate of the community based on specific goals (for example, providing more jobs or preserving open space areas).	211 27%	296 39%	102 13%	74 10%	85 11%	768
f. The Town should not establish growth limits.	98 13%	58 7%	47 6%	189 24%	386 50%	778

3. Methods of Accommodating Commercial Development

	Very Acceptable	Acceptable	Somewhat Acceptable	Not Acceptable	Total Responses
a. Along Taylor Road, replace small commercial buildings (retail or office) with larger ones.	51 6%	148 19%	220 28%	371 47%	790
b. Along Taylor Road, use vacant parcels for new commercial buildings (retail or office) that are generally like the smaller existing ones.	222 28%	369 47%	124 16%	72 9%	787
c. Allow additional commercial retail or office buildings along the southern edge of I-80.	172 22%	236 30%	169 22%	208 26%	785
d. Allow additional commercial retail or office buildings along the northern edge of I-80.	154 20%	203 26%	183 23%	245 31%	785

4. Minimum Lot Sizes/Housing Options

Central Core					
	Very Acceptable	Acceptable	Somewhat Acceptable	Not Acceptable	Total Responses
a. 4.6 acre lots	Not Applicable				
b. 2.3 acre lots					
c. 1 acre lots	250 41%	127 21%	101 17%	132 22%	610
d. ½ acre lots	212 34%	192 31%	101 16%	114 18%	619
e. Small lot single family	227 33%	229 34%	96 14%	129 19%	681
f. Duplex	139 21%	154 23%	94 14%	275 42%	662
g. Apartment or Condominium	125 19%	116 17%	72 11%	354 53%	667

North of Central Core					
	Very Acceptable	Acceptable	Somewhat Acceptable	Not Acceptable	Total Responses
a. 4.6 acre lots	357 54%	132 20%	63 10%	112 17%	663
b. 2.3 acre lots	303 45%	189 28%	92 14%	91 13%	675
c. 1 acre lots	257 37%	238 34%	96 14%	101 15%	691
d. ½ acre lots	185 27%	197 29%	146 21%	163 24%	690
e. Small lot single family	132 19%	138 20%	139 20%	287 41%	696
f. Duplex	72 10%	82 12%	97 14%	443 64%	694
g. Apartment or Condominium	54 8%	81 12%	65 9%	495 71%	695

South of I-80					
	Very Acceptable	Acceptable	Somewhat Acceptable	Not Acceptable	Total Responses
a. 4.6 acre lots	435 64%	125 18%	49 7%	70 10%	679
b. 2.3 acre lots	352 52%	185 27%	70 10%	75 11%	682
c. 1 acre lots	244 35%	237 34%	81 12%	130 19%	692
d. ½ acre lots	161 23%	159 23%	144 21%	223 32%	687
e. Small lot single family	93 13%	105 15%	142 20%	359 51%	699
f. Duplex	47 7%	79 11%	94 13%	479 69%	699
g. Apartment or Condominium	52 7%	65 9%	67 10%	519 74%	703

5. Type of Development

		No Limit	More	A Little More	No More/None	Total Responses
a.	Nursing Homes, Churches or schools in areas that are mostly single family homes.	62 8%	121 16%	369 48%	209 27%	761
b.	Lower cost housing	27 3%	66 8%	249 32%	446 57%	788
c.	Specialty retail stores.	110 14%	290 37%	262 33%	121 15%	783
d.	Fast food restaurants.	32 4%	78 10%	203 26%	472 60%	786
e.	Restaurants in the downtown.	101 13%	316 40%	261 33%	103 13%	781
f.	Big Box commercial (e.g. size of Raley's).	44 6%	96 12%	181 23%	465 59%	786
g.	Light industry.	59 8%	199 26%	319 41%	201 26%	778
h.	Fruitsheds converted to retail commercial uses.	199 25%	347 44%	167 21%	75 10%	788
i.	Fruitsheds as community center/performing arts center/ museum.	246 31%	304 39%	150 19%	86 11%	787
j.	Medium-sized lots (1/2 acre to 1 acre).	120 16%	223 29%	266 35%	162 21%	771

6. Quality of Life Issues

		Very Important	Important	Somewhat Important	Not Important	Total Responses
a.	Establishing public multi-use trails along creeks.	170 22%	171 22%	247 32%	196 25%	784
b.	Improve traffic circulation by connecting the various areas of town.	180 23%	269 34%	180 23%	152 19%	781
c.	Keeping the appearance and feeling of a rural area.	537 68%	101 13%	102 13%	49 6%	789
d.	Keeping large undeveloped areas open.	342 44%	169 22%	156 20%	118 15%	785
e.	Minimize the amount and visibility of hillside development.	326 42%	183 23%	151 19%	122 16%	782
f.	Protect roadside scenic beauty through building setbacks.	366 47%	233 30%	123 16%	58 7%	780
g.	Protecting open areas and vegetation along creek channels.	437 56%	202 26%	84 11%	62 8%	785
h.	Protecting and retaining agricultural land.	385 49%	195 25%	129 16%	79 10%	788
i.	Providing more parks and recreational facilities.	188 24%	217 28%	275 35%	101 13%	781
j.	Require property owners to maintain their property free of trash, inoperable vehicles and	526 67%	134 17%	87 11%	42 5%	789
k.	style of commercial and other non-residential buildings.	298 38%	220 28%	172 22%	97 12%	787

7. Services & Facilities- Adequacy

		Adequacy					Total Responses	Service Not Needed
		Excellent 5	4	Adequate 3	2	Not Adequate 1		
a.	Ambulance services	74 11%	110 16%	453 65%	44 6%	21 3%	702	18
b.	Bus service	27 4%	63 9%	410 61%	111 17%	60 9%	672	47
c.	Community-wide child care	21 4%	46 8%	325 58%	118 21%	48 9%	558	123
d.	Emergency services (police/fire/rescue)	164 22%	172 23%	346 46%	49 7%	22 3%	753	8
e.	Flood prevention/control	28 4%	94 14%	375 55%	116 17%	67 10%	680	44
f.	Garbage disposal service	114 15%	153 20%	413 55%	44 6%	29 4%	753	12
g.	Code enforcement for nuisances	32 5%	66 10%	345 50%	140 20%	105 15%	688	33
h.	Police protection	127 17%	168 22%	376 50%	53 7%	24 3%	748	7
i.	Public art	34 5%	56 9%	334 52%	141 22%	78 12%	643	116
j.	Park facilities	47 6%	106 14%	344 46%	176 24%	74 10%	747	20
k.	Recreation programs	20 3%	65 9%	296 42%	200 28%	125 18%	706	34
l.	Conservation/ recycling programs	26 4%	49 7%	306 42%	174 24%	171 24%	726	27
m.	Senior citizen programs and facilities	15 2%	40 6%	319 49%	176 27%	102 16%	653	40
n.	Road maintenance	16 2%	41 5%	185 24%	248 32%	279 36%	769	3
o.	School transportation	31 5%	74 11%	435 64%	69 10%	73 11%	682	26
p.	Sewage system	53 7%	76 11%	426 59%	68 9%	96 13%	719	14
q.	Street trees and street landscaping	23 3%	66 9%	368 49%	155 21%	136 18%	748	22
r.	Maintenance & fire suppression in open space	39 5%	83 12%	410 58%	112 16%	66 9%	710	16

8. Services & Facilities- Annual Contributions

		Annual Contribution						Total Responses
		\$50	\$40	\$30	\$20	\$10	\$0	
a.	Bus service	4 0.6%	3 0.4%	10 1.4%	28 4.0%	152 21.7%	505 71.9%	702
b.	Code enforcement for nuisances	32 4.6%	11 1.6%	20 2.9%	71 10.1%	226 32.2%	341 48.6%	701
c.	Community-wide child care	10 1.4%	3 0.4%	38 5.5%	43 6.2%	100 14.4%	500 72.0%	694
d.	Flood prevention/control	19 2.7%	13 1.9%	28 4.0%	60 8.6%	218 31.3%	358 51.4%	696
e.	Police protection	70 9.8%	34 4.8%	63 8.8%	121 16.9%	216 30.2%	211 29.5%	715
f.	Public art*	7 1.0%	8 1.1%	24 3.4%	43 6.1%	168 23.9%	454 64.5%	704
g.	Park facilities	24 3.4%	15 2.1%	77 10.8%	103 14.5%	226 31.8%	266 37.4%	711
h.	Recreation programs	29 4.1%	14 2.0%	58 8.2%	75 10.6%	192 27.1%	340 48.0%	708
i.	Senior citizen programs and facilities*	15 2.1%	8 1.1%	28 4.0%	71 10.1%	228 32.3%	356 50.4%	706
j.	Road maintenance	36 5.0%	49 6.8%	76 10.6%	142 19.7%	206 28.7%	208 28.9%	719
k.	Enhanced sewer service*	27 3.9%	11 1.6%	23 3.3%	54 7.8%	143 20.6%	435 62.7%	694
l.	Street trees and street landscaping	17 2.3%	14 1.9%	38 5.2%	77 10.6%	225 30.9%	336 46.2%	727
m.	Maintenance & fire suppression in open space*	22 3.2%	15 2.2%	33 4.7%	64 9.2%	210 30.2%	351 50.4%	696

9. Do you own a business in Loomis?

Yes	No	Total Responses
170	617	787
22%	78%	

10. If so, would you be interested in participating in a community wide marketing campaign?

Yes	No	Total Responses
70	81	151
46%	54%	

11. Do you live within the Loomis town boundary?

Yes	No	Total Responses
688	95	783
88%	12%	

12. Average number of years living in Loomis.

Average # of years	Total Responses
17.6	688

13. Do you own or rent your housing?

Own	Rent	Total Responses
651	32	683
95%	5%	

14. What type of housing do you live in?

Type	Number of Responses
Mobile home	2
Apartment building (4 or more units in a building)	3
Townhouse	31
Duplex or halfplex	15
Single family residence on a parcel larger than 3 acres in size	129
Single family residence on a parcel ranging from 1 acre to 3 acres in size	152
Single family residence on a parcel ranging from 10,000 square feet to 1 acre in size	200
Single family residence on a parcel less than 10,000 square feet in size	131
Total Responses	663

15. What is your age?

Age	Number of Responses	Percent of Responses
18-24	1	0.1%
25-34	49	7.3%
35-44	180	26.9%
45-54	193	28.8%
55-64	108	16.1%
65+	139	20.7%
Total Responses	670	

16. Does your household include children under 18 years of age?

Yes	No	Total Responses
275	395	670
41.0%	59.0%	

17. Are you male or female?

Male	Female	Total Responses
341	321	662
51.5%	48.5%	

18. What is the approximate income (before taxes) for your household?

Income	Number of Responses	Percent of Responses
Less than \$5000	3	0.5%
\$5000 - 9999	4	0.7%
\$10,000 - 14,999	14	2.3%
\$15,000 - 24,999	56	9.3%
\$25,000 - 34,999	47	7.8%
\$35,000 - 49,999	96	16.0%
\$50,000 - 74,999	169	28.1%
\$75,000 - 99,999	110	18.3%
\$100,000 or more	102	17.0%
Total Responses	601	

